

Emotion decides. Logic validates.

Fact: 95% of the decisions we make every day are made by our subconscious. It's emotion that drives decisions and logic that backs them up. So, it's crucial to focus on the relationship you're building with a customer and how your energy efficiency program makes them feel.

Key customer-relationship builders:



Know them.

When possible, segment your advertising with messaging and imagery that connects to the target audience so they feel like you're the perfect match for them.



Tell a savings *and* spending story.

When you're talking to customers about savings from energy efficiency measures, don't leave out how they'll benefit from these savings, e.g., more time with family or more money to spend.



Share wellness benefits.

People care more about their health and wellness than ever before. Telling a story where energy efficiency improves not just heating, cooling and lighting but air quality, mood and productivity can go a long way.

[Learn more about 2022 utility must-dos.](#)

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